

THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of: **OFER SHEM TOV, et al.**

Filed : **Concurrently herewith**

For : **PERSONALIZED VISITOR PAGES**

Serial No. : **Concurrently herewith**

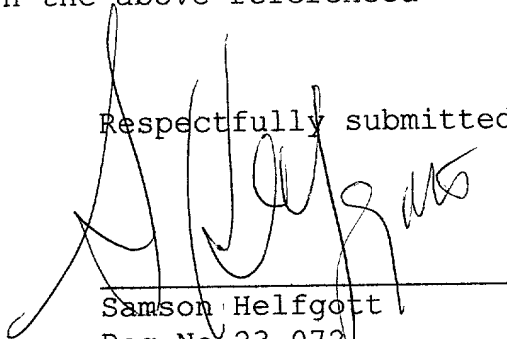
Assistant Commissioner of Patents
Washington, D.C. 20231

SUB-POWER OF ATTORNEY

S I R:

I, Samson Helfgott, Reg. No. 23,072 attorney of record herein, do hereby grant a sub-power of attorney to Linda S. Chan, Reg. No. 42,400, Harris A. Wolin, Reg. No. 39,432, Brian S. Myers, Reg. No. 46,947 and Michael Markowitz, Reg. No. 30,659 to act and sign in my behalf in the above-referenced application.

Respectfully submitted,



Samson Helfgott
Reg. No 23,072

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DOCKET NO.: VOCL 17.031
BHU:power

Filed Via Express Mail
Rec. No.: EL522394229US
On: February 7, 2001
By: Brendy Lynn Belony
Any fee due as a result of this paper,
not covered by an enclosed check may be
charged on Deposit Acct. No. 08-1634..